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Canadian Broadcasting Corporation  
Société Radio-Canada

# News Release

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FOR IMMEDIATE RELEASE

Ottawa -- The Canadian Broadcasting Corporation is in agreement with the Coalition pour la défense des services français de Radio-Canada on the need to properly finance French radio and television programs, it was announced by CBC President, Pierre Juneau.

The Corporation believes, however, that the overall distribution of funds between the French and English services has been fair over the years and continues to be fair today, given the proportions of French-speaking and English-speaking populations in Canada. Over the past ten years, funds allocated to French radio network programs have represented between 40 and 45 per cent of the budget; in television, the figures are between 41 and 46 per cent. No other cultural organization has maintained an equivalent apportionment.

"Although the budgetary proportions have been maintained, the funds allocated to each program have been reduced, and it is evident that they are insufficient in many cases," said Mr. Juneau.

The President of the CBC has stressed publicly the seriousness of this situation on a number of occasions in recent months. This was the main theme of a speech to the Canadian Institute in Montreal in October 1987. He raised it again in speeches in Victoria and Chicoutimi, last February, and in Toronto on April 20.

The Board of Directors of the CBC recently brought the matter to the attention of the Minister of Communications, the Honourable Flora MacDonald, and the President raised it today with the House of Commons Committee on Communications and Culture.

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The CBC does not agree with the Coalition as to the causes of the problem or some of the solutions it proposes.

Proper financing of French-language radio and television services and Canadianizing English-language television are two priorities of equal importance. The objective of Canadianization will not be achieved at the expense of French services, nor will the needed funding improvement of French radio and television be carried out by taking away funds from the English services.

The CBC believes that the limited analyses in the Coalition's document oversimplify the situation. For example, the division of total production costs by the number of broadcast hours has little or no meaning and can only lead to incorrect conclusions.

French services have absorbed their fair share of the budget cuts of recent years. Similarly, they would receive their fair share of any improvement in the CBC's general financial situation.

The CBC believes it would be better if all those concerned about French broadcasting, and everyone interested in the role of the Corporation, combined their efforts to ensure that all Canadians have access to services of equal quality, enabling artists and craftspeople to utilize their talents to the fullest.

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Contact: Guy Thériault  
Assistant Director, Public Relations  
CBC Head Office

Tel.: (613) 738-6776

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and the second, with an additional 1000 units, the value 307, and  
therefore the total value of the car will be 1000 + 307 = 1307.

Now we can calculate the total amount of money. We get much money  
from the advertising and this will be the largest amount of profit which is 1000.  
Therefore, if we sell the car for 1000, the profit will be 1000.  
Perhaps you will think this is a little small. To increase  
profit, we have to sell the car for more. We can increase  
the price of the car by 1000, and then we will have 2000.  
But this is not enough, and we have to increase the price by 1000 more.

Therefore, if we sell the car for 2000, we will have 1000 profit.  
So, we can calculate the profit with the formula: profit =  
value - cost. And we can calculate the maximum profit by  
increasing the price of the car by 1000.

On the first day, we can sell the car for 1000, and the profit will be 1000.  
On the second day, we can sell the car for 2000, and the profit will be 1000.  
On the third day, we can sell the car for 3000, and the profit will be 1000.

Therefore, the maximum profit is 1000. We can calculate the profit for the first and  
second days, and we can calculate the profit for the third day. We can calculate  
the profit for the first day, and we can calculate the profit for the second day.  
And we can calculate the profit for the third day. We can calculate  
the profit for the first day, and we can calculate the profit for the second day.  
And we can calculate the profit for the third day.

1000

1000  
1000  
1000

1000 1000 1000